

Patent Claims

1. Modular information system (10), in particular an advertising system,
5 comprising:
 - a. a print medium (2, 2') having printable sections (4, 4');
 - b. a set (1) of separate, substantially identical information carriers (3,
10 3'), wherein each information carrier (3, 3') comprises a larger surface as an average section (4, 4') of the print medium (2, 2');
 - c. a bonding element (5, 5') being arranged at at least each section (4,
15 4'), wherein the bonding element (5, 5') connects a printed section (4, 4') and a separate information carrier (3, 3') to one another after bonding in a manually releasable manner.
2. Modular information system (10) according to claim 1, wherein the printed
20 section (4, 4') may substantially be removed without residues from the information carrier (3, 3').
3. Modular information system (10) according to claim 1 or 2, wherein the
25 bonding element (5, 5') is formed as an adhesive film, which at least covers parts of the backside of section (4, 4').
4. Modular information system (10) according to one of the preceding
30 claims, wherein respectively a printed section (4, 4') and an information carrier (3, 3') are automatically bonded to one another by the bonding element (5, 5').

5. Modular information system (10) according to one of the preceding claims, wherein the print medium (2, 2') is formed as a cash point roll.
- 5 6. Modular information system (10) according to one of the preceding claims, wherein the bonding element is formed as a bonding film (5') which comprises at least in a sub-section the form of an information communicating symbol.
- 10 7. Modular information system (10) according to claim 6, wherein the bonding film (5') comprises the form of one or more characters.
- 15 8. Modular information system (10) according to claim 7, wherein the bonding film (5') comprises periodically repeating symbols, which are arranged in such a way that at a minimum size of a section (4') of the print medium (2') at least one symbol is arranged on the backside (20') of section (2').
- 20 9. Modular information system (10) according to one of the claims 6 to 8, wherein the bonding film (5') comprises material characteristics, in order to leave, after sticking the section (4') of the print medium (2') on the information carrier (3') and the subsequent removing of the section (4'), a visible imprint (40') on the information carrier (3').
- 25 10. Modular information system (10) according to claim 9, wherein the bonding film (5') comprises in the at least one sub-section the form of an information communicating symbol in mirror-inverted orientation.
- 30 11. Modular information system (10) according to one of the claims 6 to 10, wherein the bonding film (5') comprises characteristics for leaving a coloured imprint (40') on the information carrier (3').

12. Modular information system (10) according to one of the claims 6 to 11, wherein the bonding film (5') is formed of a visible but at the same time transparent material, so that additional information (7') is visible on the backside (20) of the print medium (2').
- 5 13. Modular information system (10) according to one of the preceding claims, wherein the substantially identical information carriers (3, 3') respectively comprise one or more pages of paper.
- 10 14. Modular information system (10) according to one of the preceding claims, wherein the information carrier (3, 3') comprises a format \leq envelope format (22 cm x 11 cm).
- 15 15. Modular information system (10) according to one of the preceding claims, wherein the printable section (4, 4') is individualized by the printing.
- 20 16. Modular information system (10) according to one of the preceding claims, wherein the number of information carriers (3, 3') in set (1) substantially corresponds with the number of printable sections (4, 4') of the print medium (2, 2').
- 25 17. Modular information system (10) according to one of the preceding claims, wherein the bonding element is formed as a coating which may be activated by UV-light, heat or something similar.
- 30 18. Modular information system (10) according to one of the claims 1 to 5, wherein the bonding element is formed as a magnetically and/or electrostatically loaded area of the printable section (4, 4').